Working Across the Social-Ecological Model

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SNAP-ED EVALUATION FRAMEWORK
Nutrition, Physical Activity, and Obesity Prevention Indicators

	READINESS & CAPACITY SHORT TERM (ST)	CHANGES MEDIUM TERM (MT)	EFFECTIVENESS & MAINTENANCE LONG TERM (LT)	POPULATION RESULTS (R)	SOCIETAL CHANGES, NORMS & VALUES (NV)
INDIVIDUAL	MOTIVATORS (KNOWLEDGE, INTENTIONS, SKILLS, AND GOALS) ST1: MyPlate ST2: Shopping ST3: Physical Activity ST4: Brand Recognition	BEHAVIORAL CHANGES MT1: MyPlate MT2: Shopping MT3: Physical Activity	DIETARY AND PHYSICAL ACTIVITY RECOMMENDATIONS LT1: MyPlate LT2: Shopping LT3: Physical Activity		
ENVIRONMENTAL EAT, WORK, LEARN, SHOP, AND PLAY	ORGANIZATIONAL MOTIVATORS ST5: Readiness ST6: Champions ST7: Partnerships	ADOPTION AND PROMOTION MT4: Nutrition Supports MT5: Physical Activity	IMPLEMENTATION AND EFFECTIVENESS LT4: Nutrition Supports LT5: Physical Activity LT6: Program Recognition LT7: Media Coverage LT8: Resources LT9: Sustainability LT10: Co-Benefits	HEALTH R1: Overall Diet Quality R2: Fruits & Vegetables R3: Whole Grains R4: Dairy R5: Beverages R6: Food Security R7: Physical Activity R8: Breastfeeding R9: Healthy Weight R10: Quality of Life	SOCIAL AND CULTURAL NORMS AND VALUES NV20: Family Meals NV21: Obesity Prevention Beliefs NV22: Breastfeeding Norms NV23: Physical Activity Norms NV24: Active Commuting
SECTORS OF INFLUENCE	COMMUNITY CAPACITY ST8: Multi-Sector Partnerships and Planning	COMMUNITY CHANGES MT6: Food Industry MT7: Government MT8: Farmers Markets and Farm to School MT9: Education MT10: Community Design and Safety MT11: Health Care MT12 Social Marketing and Media Practices	COMMUNITY BENEFITS LT11: Food Systems LT12: Government LT13: Agricultural Sales LT14: Educational Attainment LT15: Shared Use Streets and Crime Reduction LT16: Health Care Cost Savings LT17: Improved Food Marketing LT18: *Let's Move!* Recognition		

Partnerships

Partnerships

What is the value of partnerships in SNAP-Ed?

FNS Nutrition Assistance Programs

Supplemental Nutrition Assistance Program

Child Nutrition

- School Breakfast Program
- Fresh Fruit and Vegetable Program
- Special Milk Program
- Summer Food Service Program
- Child and Adult Care Food Program
- National School Lunch Program
- Team Nutrition
- Farm2School

Food Distribution Programs

- Commodity Supplemental Food Program
- Food Distribution Program on Indian Reservations
- The Emergency Food Assistance Program

WIC

- Farmers' Market Nutrition Program (FMNP)
- Senior Farmers' Market Nutrition Program (SFMNP)

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Partnerships

State-Level

- State Nutrition Action Committee
- State SNAP-Ed Advisory Committee
- Food Policy Council

Community-Level

- Community Nutrition Action Plan
- Food Policy Council
- Let's Move: Cities and Towns
- Community Benefits

Organizational-Level

- Local School Wellness Policies

Multi-Sector Collaboration, Defined

… "linking or sharing of information, resources, activities, and capabilities by organizations in two or more sectors to **achieve jointly an outcome that could not be achieved by organizations in one sector separately**"

(Bryson et al., 2007)

	Your Agency	Partner 1	Partner 2	Partner 3
Laws and regulation	POPULATION REACH			
Change organizational practices and policies				
Build state and local coalitions and networks				
Train and provide technical assistance to state and local agencies				
Investigate community risks and barriers to nutrition				
Market healthy behaviors community-wide				
Inform and empower individuals and families				

	School	Local Hospital	Food Bank	City Parks
Laws and regulation	Smart snacks	Community health worker – billable service	City policy for mobile distribution van	Free daily physical activity
Change organizational practices and policies	Joint use policy with parks and rec	Electronic prompts for BMI and food insecurity screening	Healthy donations policy	Joint use policy with schools
Build state and local coalitions and networks	Member of Local Food Security Taskforce	Member of Local Food Security Taskforce	Member of Local Food Security Taskforce	Safe Routes to School National Network
Train and provide technical assistance to state and local agencies	How to improve nutrition standards in after school programs	Provider training on BMI screening and referrals to nutrition education	Training on weekend backpack program in schools	Safe Routes to School trainings
Investigate community risks and barriers to nutrition	CDC's School Health Index	Community health needs assessments	Health pantry assessment	Health impact assessment
Market healthy behaviors community-wide	School-based marketing campaign	Direct mail campaign	Texting/SMS campaign for SNAP	Safe Routes to School Promotion
Inform and empower individuals and families	Nutrition classes with parent night	Diabetes prevention class	6 week adult series	Pedestrian safety videos

Policy, Systems, and Environmental Changes
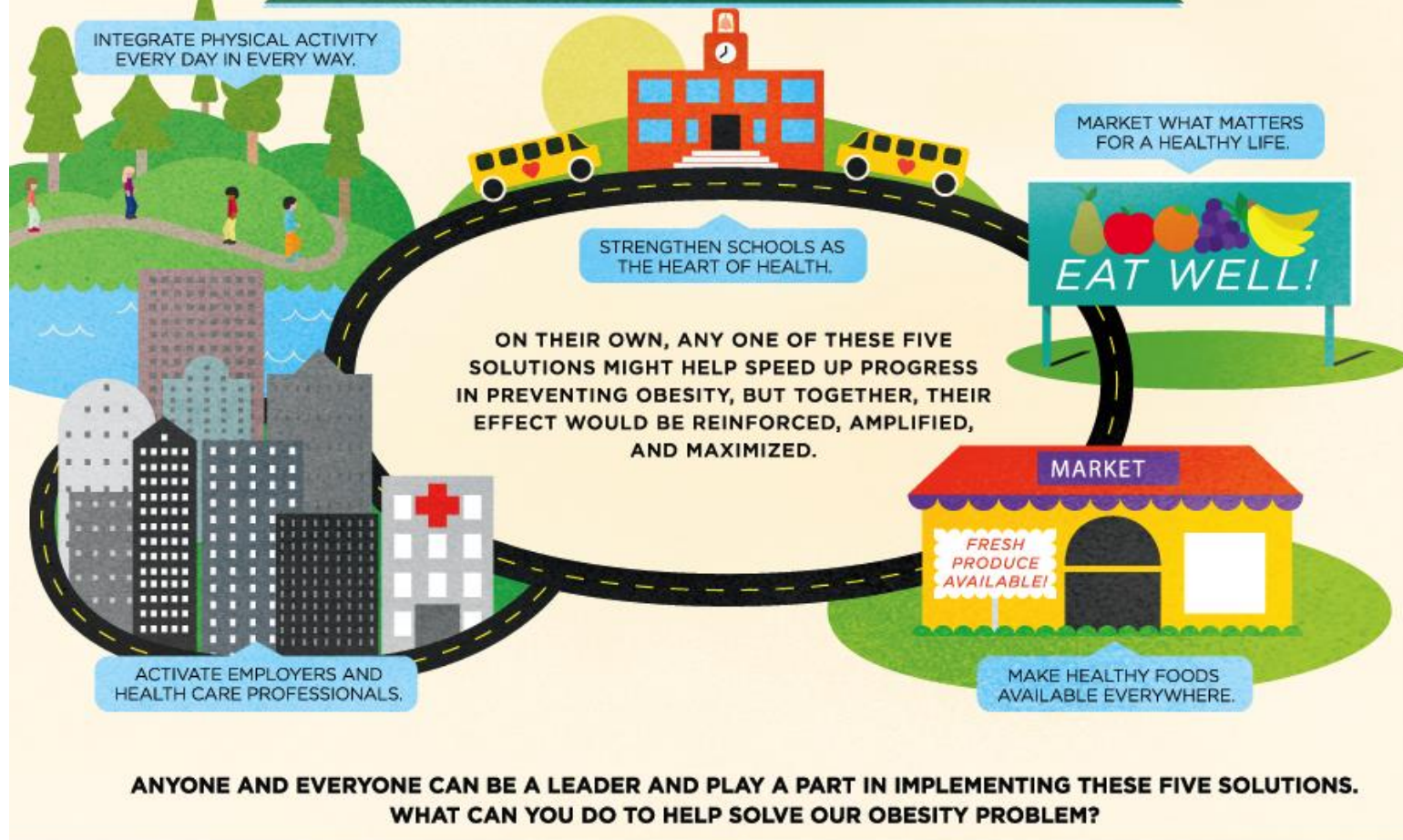
Comprehensive Approaches: Obesity Prevention

Institute of Medicine

Public health approaches

- Broader reach of the target population without individual blame or stigma.

- The environment in which we eat, live, work, learn, shop, play, affects our behaviors & choices.

- Our behaviors and choices (based on the opportunities we have) affect our health.

- Venues and neighborhoods that have access to healthy foods & safe streets mean that people can make healthy choices that result in better health outcomes.

- Venues and neighborhoods lacking this access mean that people cannot make healthy choices.

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Definition of Policy, Systems, and Environmental Changes

- **_Programs:_** Activities targeted to individuals or groups to change knowledge or behaviors, typically has a beginning and an end.
- **_Policy:_** A written statement of an organizational position, decision, or course of action.
- **_Systems:_** unwritten, ongoing, organization decisions or changes that result in new activities reaching large proportions of people the organization serves.
- **_Environmental Change_**: Includes the built or physical environments which are visual/observable, but may include economic, social, normative or message environments.

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The ABCDs of PSEs

- **A**ssessments of need and organizational readiness
- **B**uy-in from key decision-makers, leaders, champions, and partners
- **C**hanges take effect and are evaluated for effectiveness, mid-course changes occur
- **D**isparities based on race/ethnicity, income, geography, etc. reduced
- **S**ustainability to endure new leadership and resource availability

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Policy Change

- **Policies** include laws, rules, regulations, ordinances, and procedures designed to guide behavior.
  - *Examples:*
    - Local ordinance allowing residents to plant community gardens in vacant lots
    - School policy allowing use of facilities for recreation during non-school hours.

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Environmental Change

- **Environmental interventions** include changes to the physical, social, or economic environments.
  - *Physical:* Opening a farm stand at a local welfare office, or posting signage at vending machines identifying healthy foods.
  - *Social:* Changing attitudes among teachers about disallowing candy in the classroom, or improving parenting practices and social supports to limit their children's time watching television or playing video games.
  - *Economic:* Offering financial incentives to consumers who purchase fresh fruits and vegetables. (**NOTE: SNAP funds cannot pay for financial incentives)**
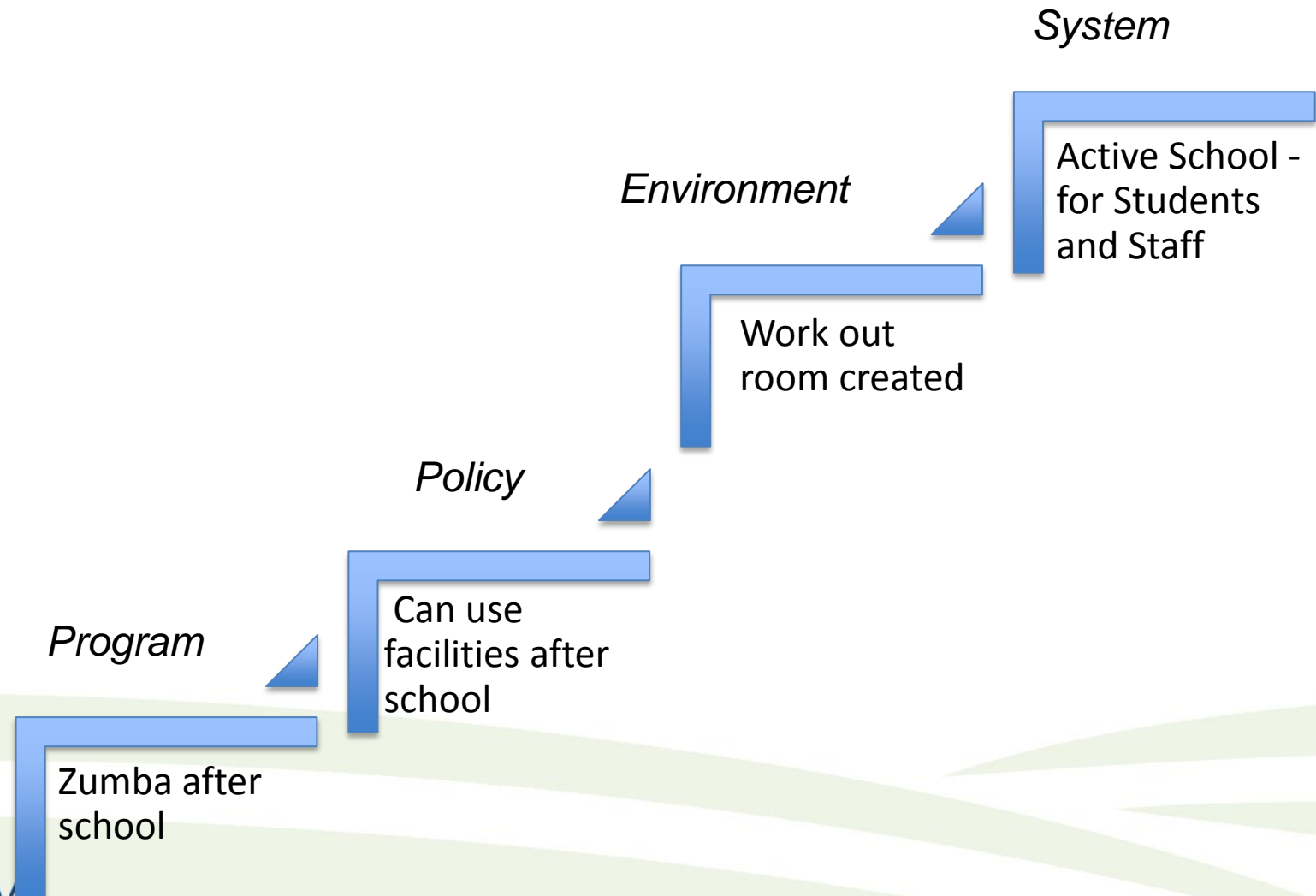
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Photo Credit: Arteaga's Food Center

Systems Change

- **Systems changes** include changes to the way an organization conducts business. These changes impact:
  - all aspects of an organization or institution and
  - endure time, leadership changes, etc.
- **Types of systems:**
  - Welfare offices, schools, parks and recreation, transportation, food distribution

Moving from Programs to PSEs: Physical Activity (PA)

Program		Policy or Environmental Change
Host a Family PA/Fitness Night	→	Make school facilities available to families **for** regular physical activity
Provide a PA lesson	→	Adopt a PA policy that calls for 30 mins. of PA a day
Provide health screenings	→	Establish a school sponsored staff wellness team
Celebrate National Sport and PE Month	→	Provide PA opportunities every day over morning announcements
Participate in a walking program	→	Create a safe routes to school or walking school bus program

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Putting the Pieces Together

System

Active School - for Students and Staff

Environment

Work out room created

Policy

Can use facilities after school

Program

Zumba after school

Contact Information

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